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Press release

Final report
Successful premiere of IT2Industry at Messe München

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- Over 30 lectures on the industrial Internet of Things
- Positive assessments by spokespersons and visitors
- IT2Industry 2015 in parallel with productronica

At the first IT2Industry Conference on November 11, 2014 which took place at Messe München in parallel with the international trade fair electronica, more than 300 visitors informed themselves about the industrial Internet of Things. In over 30 lectures and discussion rounds, the focus was on applications and examples of best practice in M2M/Mobility, IT & Sensor Technology, IT & Security, Industrial Software, Infrastructure & Digital Networks and IT & Energy. The next IT2Industry will take place on November 10 - 13, 2015 as a 'show within the show' in parallel with productronica, the world's leading trade fair for electronics development and production. Apart from an extensive conference program, the event will then include its own exhibition area too for the first time. IT2Industry as an independent platform is thus being coupled with leading technology trade shows.

Reinhard Pfeiffer, Deputy CEO of Messe München, regards the successful 2014 premiere as validating the concept of the new event: "With this unique combination of our leading technology fairs and the IT location of Munich, IT2Industry has optimum conditions for finding common ground among different industry sectors on the subject of the industrial Internet of Things."

On the core theme of IT & Energy, Josef Stakemeier – Head of Strategic Sales Regions and Marketing at IT2Industry partner bayme vbm – emphasizes: "The IT2Industry Conference has made it clear that the interlocking of IT and energy is a key factor for energy efficiency. Industry 4.0 will only become concrete when big data becomes smart data so that the companies increase their energy



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Page 2

efficiency, safeguard sustainability, reduce costs, promote innovation and open up growth markets.”

Apart from medium-sized enterprises and company groups, international firms too such as Warwick Analytical Software from Great Britain presented developments from the industrial Internet of Things. CEO Dan Somers praises the selection of topics for the conference: “IT2Industry has a very good mixture of sectors and suppliers. In addition, Germany is one of the most important markets for us. Compared to other trade-fair locations, Munich with its leading IT and industrial companies occupies the top position.”

Benedikt Rauscher, head of development group at Pepperl+Fuchs, comments just as positively: “On the one hand, the cross-industry topics of IT2Industry give visitors a comprehensive insight into the subject of Industry 4.0. On the other hand, the companies benefit because we can find out about tendencies and new business areas in the industrial Internet of Things.”

In connection with this year’s IT2Industry, Bavarian Minister of Economic Affairs and Media, Energy and Technology Ms. Ilse Aigner presented the Smart Digital Awards for digital information and telecommunications solutions on the evening of November 11 at the Munich Residenz. In the ‘Business’ category, the winner was itWatch with its itWESS Enterprise Security Suite. This won out in a close finish over the two other companies nominated – econ solutions and FTAPI Software – as well as 17 further contestants. For the ‘Start-up’ award, 26 firms had submitted their innovations. Five start-ups were nominated here: Kinexon, KISI, Konux, trbo and Virtual Solution. Kinexon finally prevailed with its solution for inch-perfect localization and motion tracking of objects and persons – and was the happy recipient of the EUR 2,500 in prize money offered for the first time. The high quality of all entries was emphasized a number of times at the award presentation.



More opinions about IT2Industry (alphabetically by surname)**Markus Dillinger, Head of Wireless Technologies European Research Center, Huawei**

“Munich is the optimum venue for the event because all leading IT and industrial companies are located here. Linking these branches of industry produces an added value for both sectors. Huawei is actively involved in the subject of Industry 4.0 and other IoT/M2M areas.”

Tom Gufler, Head of M2M Products & Operations, Telefónica Germany

“The Internet of Things will generate completely new business models which also benefit the SMEs in particular because completely new service models become possible. For us, the IT2Industry Conference is a new central platform to present ourselves and at the same time to interchange with potential partners of future ecosystems.”

Dr. Armin Pfoh, Vice President Corporate Innovation Management, TÜV SÜD

“The IT2I Conference takes place in close contact with electronica 2014 so the event is totally relevant. As for the target group, especially the SMEs and the ‘hidden champions’ take center stage. It is precisely the medium-sized enterprises that still have too little understanding of the subject of Industry 4.0.”

Dr. Eng. Olaf Sauer, Deputy Head of Institute, Fraunhofer IOSB

“The mixture of congress topics from electronics, IT and services fits in with Industry 4.0, the strategic program of the Federal Government. Embedded systems that interlink via the internet are one of the most important enabling technologies for the factory of the future. The congress in connection with Messe München is making an important contribution to this.”

Philipp Schalla, Senior Consultant, Pierre Audoin Consultants

“IT2Industry is right in tune with the times because it’s becoming more and more important to link up IT and industry and to see the bigger picture beyond your own sector.”

Prof. Dr. Eng. Birgit Vogel-Heuser, Director, Chair of Automation and Information Systems, TU Munich

“IT2Industry gives us at TU Munich the unique opportunity to introduce to an interested group of different industrial participants the subjects and approaches of research into the change from big data to smart data. The talks with the participants afterwards have given important feedback for further development and emphasize the necessity of data models and a model-based procedure.”

More information at www.it2industry.de as well as
www.productronica.com/it2industry



About IT2Industry

IT2Industry is a trade conference for intelligent, digitally networked working environments. It brings together the knowledge acquired from research with the demands and needs of companies and the solutions and applications already tested in the market. IT2Industry provides the basis for decision-making and reliable guidance for the transformation to the age of Industry 4.0. As facilitator between the IT sector and industry, IT2Industry will take place in future as a trade fair in parallel with the leading technology events electronica, productronica and AUTOMATICA. The next date is November 10 - 13, 2015 at Messe München.

Über die Messe München International (MMI)

Die Messe München International ist mit rund 40 Fachmessen für Investitionsgüter, Konsumgüter und Neue Technologien allein am Standort München einer der weltweit führenden Messeveranstalter. Über 30.000 Aussteller und rund zwei Millionen Besucher nehmen jährlich an den Veranstaltungen auf dem Messegelände, im ICM - Internationales Congress Center München und im MOC Veranstaltungszentrum teil. Die internationalen Leitmessen der Messe München International sind FKM-zertifiziert, d.h. dass die Aussteller- und Besucherzahlen sowie Flächenangaben nach einheitlichen Standards ermittelt und durch einen unabhängigen Wirtschaftsprüfer testiert werden. Darüber hinaus veranstaltet die Messe München International Fachmessen in Asien, in Russland, im Mittleren Osten und in Südamerika. Mit sechs Tochtergesellschaften in Europa und Asien sowie über 60 Auslandsvertretungen, die mehr als 90 Länder betreuen, verfügt die Messe München International über ein weltweites Netzwerk. Auch beim Thema Nachhaltigkeit übernimmt sie eine Vorreiterrolle: Als erste Messeeinrichtung wurde sie mit dem Zertifikat „Energieeffizientes Unternehmen“ vom TÜV SÜD ausgezeichnet.

Mehr Informationen: www.messe-muenchen.de

